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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Dec 14

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57th Year 1987

Life on the edge in a media/program revolution

Vol. 113 No. 24

# Broadcasting Dec 14

## *No more must-carry...* page 39

## *Transfer tax defeated...* page 39

## *Florida service tax repealed...* page 44

**SUMMIT SUMMARY** □ The world focused on Washington last week through the eyes of some 6,000 journalists from around the world, covering

the Reagan-Gorbachev summit. The coverage was historic, both in content and scope. **PAGE 41.**

**DAY FOR NIGHT** □ FCC receives letters of intent from AM daytimers eligible to switch to full-time status. **PAGE 50.**

**PHILADELPHIA STORY** □ Spectacor Broadcasting's WIP(AM) Philadelphia changes its format from MOR-based sound to full-service, all-sports outlet, becoming second all-sports station to hit airwaves this year. **PAGE 50.**

**PBS EXPORT** □ Public Broadcasting Service's *MacNeil/Lehrer NewsHour* added to noncommercial Japan Broadcasting Corp.'s schedule of foreign news shows to be broadcast daily in Japan over Satellite TV Channel 1. **PAGE 68.**

**PUTTING ON THE HITS** □ MCA Television Group's Robert Harris keeps watch on changes in media/program marketplace—from new forms of programing and distribution, to advertisers' role in mix. His views from Hollywood in this "At Large" with BROADCASTING editors begin on **PAGE 73.**

**ALL IN THE FAMILY** □ National Association of Public Television Stations names Corporation for Public Broadcasting senior vice president, David Brugger, as NAPTS president. Public Broadcasting Service directors approve appointment of Neil Mahrer, CEO and general manager of PBS Enterprises, to newly created position of executive vice president and chief operating officer of PBS. **PAGE 80.**

**COMING UP ROSES** □ Forecasts advanced at Paine Webber conference see network television returning to double digit growth in 1988. **PAGE 86.**

**WINNING TEAM** □ NBC's John Agoglia may have to wear the black hat in some production negotiations, but he is a veteran of the cavalry charge that took that network to number 1. **PAGE 111.**


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and former president, Peter Fannon, who resigned in August. Brugger is currently senior vice president at Corporation for Public Broadcasting.

At Charleston, S.C., board meeting this month, PBS announced appointment of PBS Enterprises President Neil Mahrer to newly created post, executive vice president and chief operating officer, freeing PBS President Bruce Christensen from daily operations duties.

With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

Bruce Theriault remains acting president of American Public Radio.

November 1987 oversight hearings in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

Senate Commerce Committee's revenue-raising package—designed in part to create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee—was adopted in House as amendment to budget reconciliation package, which went to vote before full body.

CPB board met Nov. 24-25, and new members began to voice themselves on budget and policy considerations; CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

□

■ **Scrambling.** Bill that would regulate home satellite marketplace was adopted by Senate Commerce Committee two weeks ago. It would mandate that cable programers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next year. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill, but modifications suggested by motion picture industry (mainly suggestion that compul-

□

■ **Wireless cable**, using mix of ITFS and MDS channels, is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within the next few months, is the biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland. ■

## Lucky 11 for NBC

NBC closed out week 11 (ended Dec. 6) with a 15.3 rating and a 25 share from Nielsen. CBS came in just ahead of ABC to take second place with a 13.0/21, while ABC closed with a 12.8/21. For week 10, NBC took the week with a 15.1/25, while CBS had a 13.7/23 and ABC a 12.3/21.

In evening news, CBS won week 11 with a 12.0/21, over ABC and NBC's tie at 11.0/19.

| Nielsen | | | Show | AGB | |
|---|---|---|---|---|---|
| 1. | 24.9/38 | N | Different World | 2. | 24.0/39 |
| 2. | 24.9/38 | N | Cosby Show | 3. | 23.7/37 |
| 3. | 23.7/41 | N | Golden Girls | 1. | 25.9/42 |
| 4. | 23.5/36 | N | Cheers | 4. | 22.9/37 |
| 5. | 22.5/34 | A | Growing Pains | 8. | 21.4/32 |
| 6. | 22.2/35 | N | Night Court | 11. | 20.5/35 |
| 7. | 21.8/35 | C | 60 Minutes | 5. | 22.5/36 |
| 8. | 21.3/33 | A | Who's the Boss? | 7. | 21.8/33 |
| 9. | 20.7/32 | A | Moonlighting | 15. | 19.4/30 |
| 10. | 19.9/33 | A | Monday Night Football | 20. | 18.3/31 |
| 11. | 19.5/30 | C | CBS Sunday Movie | 13. | 20.0/31 |
| 12. | 19.4/29 | C | Murder, She Wrote | 10. | 20.7/30 |
| 13. | 19.3/28 | N | Family Ties | 9. | 20.8/30 |
| 14. | 19.0/33 | N | Amen | 6. | 22.4/37 |
| 15. | 18.7/34 | N | L.A. Law | 32. | 15.5/31 |
| 16. | 18.0/32 | N | 227 | 12. | 20.3/34 |
| 17. | 17.8/29 | A | Hooperman | 19. | 18.4/30 |
| 18. | 17.1/27 | A | Head of the Class | 29. | 15.6/26 |
| 19. | 16.7/26 | C | Hallmark Hall of Fame | 17. | 18.4/29 |
| 20. | 16.7/28 | C | Dallas | 22. | 17.1/28 |
| 21. | 16.5/28 | A | Perfect Strangers | 27. | 15.8/27 |
| 22. | 16.2/24 | N | My Two Dads | 21. | 17.6/26 |
| 23. | 16.1/27 | N | NBC Sunday Movie | 26. | 15.9/27 |
| 24. | 16.1/29 | N | Facts of Life | 16. | 18.8/33 |
| 25. | 15.8/29 | N | J.J. Starbuck | 23. | 17.1/31 |
| 26. | 15.5/24 | N | NBC Monday Movie | 38. | 14.8/23 |
| 27. | 15.4/23 | C | Kate and Allie | 24. | 16.0/25 |
| 28. | 14.9/26 | A | Dynasty | 47. | 12.9/24 |
| 29. | 14.7/26 | A | Thirtysomething | 43. | 14.6/27 |
| 30. | 14.7/24 | C | Knots Landing | 37. | 14.9/26 |
| 31. | 14.6/26 | A | 20/20 | 30. | 15.5/27 |
| 32. | 14.4/24 | N | Miami Vice | 31. | 15.5/25 |
| 33. | 14.3/23 | A | Slap Maxwell Story | 42. | 14.6/25 |
| 34. | 14.3/22 | N | Matlock | 18. | 18.4/28 |
| 35. | 14.2/21 | C | Frank's Place | 39. | 14.8/22 |
| 36. | 14.1/22 | C | Jake and the Fatman | 41. | 14.7/23 |
| 37. | 14.0/23 | A | Ultimate Stuntman | 35. | 15.0/23 |
| 38. | 13.9/25 | C | Falcon Crest | 36. | 14.9/26 |
| 39. | 13.9/24 | N | St. Elsewhere | 34. | 15.2/28 |
| 40. | 13.7/24 | N | Mickey's Christmas Carol | 40. | 14.7/24 |
| 41. | 13.4/22 | N | Highway to Heaven | 28. | 15.7/26 |
| 42. | 13.1/20 | N | Our House | 25. | 15.9/24 |
| 43. | 12.6/20 | C | Life and Adven. of Santa | 33. | 15.4/25 |
| 44. | 12.3/22 | C | Law and Harry McGraw | 44. | 13.8/25 |
| 45. | 12.1/21 | C | Beauty and the Beast | 46. | 13.5/22 |
| 46. | 12.1/20 | N | Year in the Life | 45. | 13.7/23 |
| 47. | 11.5/18 | C | Simon & Simon | 49. | 12.6/20 |
| 48. | 11.3/19 | A | Mr. Belvedere | 52. | 11.8/19 |
| 49. | 10.6/18 | A | I Married Dora | 59. | 9.9/16 |
| 50. | 10.6/16 | A | Dolly | 51. | 12.0/18 |
| 51. | 10.4/17 | C | All Star Party, Joan Collins | 48. | 12.7 /21 |
| 52. | 10.4/19 | N | Private Eye | 55. | 10.8/19 |
| 53. | 10.2/16 | A | Disney Sunday Movie | 54. | 10.9/17 |
| 54. | 9.9/17 | C | Equalizer | 56. | 10.8/20 |
| 55. | 9.8/17 | A | Full House | 58. | 10.2/17 |
| 56. | 9.4/14 | A | Spenser: For Hire | 66. | 8.5/12 |
| 57. | 9.0/15 | N | NBC Political Debates | 53. | 11.7/20 |
| 58. | 8.9/17 | A | Hotel | 64. | 8.7/16 |
| 59. | 8.9/15 | A | Pursuit of Happiness | 60. | 9.6/16 |
| 60. | 8.0/14 | A | Ohara | 65. | 8.5/15 |
| 61. | 7.9/13 | A | ABC Thursday Movie | 61. | 8.9/15 |
| 62. | 7.4/11 | A | Sledge Hammer! | 69. | 7.9/12 |
| 63. | 7.1/12 | C | Oldest Rookie | 62. | 8.9/15 |
| 64. | 7.0/12 | A | Sable | 68. | 8.2/13 |
| 65. | 6.9/13 | C | West 57th | 67. | 8.4/15 |
| 66. | 6.6/10 | A | Jennings/Koppel Report | 72. | 6.3/10 |
| 67. | 5.8/9 | C | Houston Knights | 71. | 6.7/10 |
| 68. | 5.2/9 | C | CBS Reports | 70. | 7.2/12 |
| 69. | 4.3/7 | C | Twilight Zone | 73. | 6.2/10 |

# Open Mike

## Radio's super

EDITOR: Your super-detailed and super-interesting Nov. 30 cover story on "The superstations" might have been more complete with a mention of the only *radio* superstation to reach television-sized penetration nationally—WFMT Chicago's 36-year-old fine arts FM station. Roy Bliss put our station in his basket of United Video services in 1979, and WFMT has grown in cable outlets each year since, today reaching nearly 1,400,000 homes in some 182 U.S. markets. That places WFMT *fifth* among *all* superstations, outranked only by television stations WTBS Atlanta, WGN-TV Chicago, WPIX New York and KTVT Dallas in number of cable households served--and with all other TV stations mentioned in your story down in rank from there.

Superstation WFMT, along with nationally distributed video services such as Arts and Entertainment and Bravo, prove that the country will support top-quality arts programing, in *either* broadcast medium and in any size of market.—*Richard G. Marschner, general manager,* WFMT(FM) *and* WFMT *Fine Arts Network, Chicago.*

## On location

EDITOR: Recently we took a three-week trip from Vermont to Mississippi. While traveling through northwest Georgia and into South Carolina, especially, we listened to radio stations that did not seem to give their location—just their call letters. This was very frustrating as we had no idea where they were and we were concerned about the weather. When they did give a weather report, we had no way of knowing if it was for the area we were going to be in.

As we traveled through Alabama, we heard warnings of detouring because of a bad accident. We had no idea if it was in the area we were heading because they just kept mentioning streets. It turned out it was the very next city we were going into, but fortunately we stopped to make a phone call and found we should detour.

I really think stations should have to identify themselves and their location on every half-hour.—*Mrs. Roy E. Wilkenson, East Middlebury, Vt.*


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City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature (required) _____ Are you in cable TV operations ☐ Yes ☐ No

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*Founder and Editor*
**Sol Taishoff,** *(1904-1982)*
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*Phone: 202-659-2340*

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**Phone: 212-599-2830**
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**Scott Barrett,** *staff writer*
**June Butler,** *advertising assistant*
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